




Coca-cola brand success story

From loss-making syrup – the first
success





**Where did the brand name
come from?**

How it started?

A new syrup for the treatment of nervous disorders first saw the light in Atlanta, USA in 1886. This "pharmacy drug" was developed by former military John Steet Pemberton, who, after retiring, founded his pharmaceutical company. The author of the drink said that Coca-Cola will help to defeat impotence and craving for morphine: previously it included cocaine, which was considered not something that safe, and even a useful ingredient.



Cocaine™

The name of the brend

By the way, this explains the name of the product. It was invented by Pemberton's accountant Frank Robinson. His pen also owns a beautiful calligraphic font that adorns every bottle of this popular drink. The exact composition of Coca Cola – a trade secret, it is known only that previously used for its production Coca leaves – of which cocaine is extracted. Hence the first part of the name. The second part came from the name of hazelnut – Cola. In the same year, when Pemberton came up with his syrup, his health was greatly shaken. Two years later, he died a beggar, as the original syrup brought the pharmaceutical company some losses and bought no more than 9 people a day.

Second Wind

If Pemberton—the inventor of Coca Cola, her father and the man who saw the prospects in the promotion of the drink, was an immigrant from Ireland, Aza Kender, who bought from the widow of Pemberton his recipe for a record at the time the amount of -2300 dollars. Aza Kendler worked hard to ensure that the company gained a second wind: reworked the drink recipe, removing the cocaine from it, which by that time ceased to be considered useful, improved the taste and shelf life of the product.



Coca-cola

What is the secret of the company's success? This man showed himself as a first-class marketer, who perfectly thought through every move:



First step

Organized a free distribution of drinks in pharmacies for their regular customers, exchanging soda for their addresses and names.



Second step

He sent out coupons for one free portion of Coca Cola to the specified addresses.



Third step

Established trade with brand attributes of the brand.



The result:

In 1902, Coca Cola became the most popular soft drink in the United States.



From the first success - to world domination

In 1915, the company is actively engaged in the design of bottles, in which products were produced. So the brand bottle "with a waist" was born, the design which was pleasant to consumers—it reminded a fashionable women's skirt at that time: consumers bought more than 6 billion such bottles.

In 1919, Candler sells his creation to businessman Ernest Woodruff from Atlanta for \$ 25 million. By modern standards, this amount can be compared with several billion. In 1920 he made his first steps in the European market: the most popular soda in the world was brought to France. In 1923, the company was headed by the son of Woodruff Robert, who will be the leader and inspirer of the brand for 60 years!

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Enjoy thirst-

Drink

Coca-Cola

Delicious and Refreshing

YOU'LL like it as surely as sunshine and fresh air make you thirsty. It is wholesome—a distinctive blend of choicest products from nature. It is pure—prepared with an original art and the most modern sanitation.

THE COCA-COLA CO., ATLANTA, GA.

5¢

AT FOUNTAINS — IN BOTTLES

Evolution of Coca Cola bottles: 1899 -1957



HI, SANTA!



Coca Cola is a vivid example of the company, doing everything possible to maintain a positive image. So, in 1931, a bottle of soda was handed to Santa Claus, and advertising with him had to taste viewers. His face " Santa borrowed from the American artist Haddon Sandblom, who dorisoval to his portrait of a traditional red suit with a white trim.

From world War II to the present day.

Robert Woodruff was a visionary man. So, during the Second world War, he ordered that the military had the opportunity to buy a drink for only 5 cents.

The energy of the head of the company Robert Woodruff was enough to release another product in 1958 — Fanta, and just three years later the collection of carbonated drinks of the brand was supplemented by Sprite. The year before, the company introduced products in tin bottles.



In 1982, the company released a diet coke with a sugar substitute, and in 1985, in the literal sense of the word launched Coca Cola into space – for astronauts developed a special bottle with a sealed tube. Nowadays, the company employs more than 150,000 people, the brand produces more than 200 different drinks: the well-known Coca Cola, Fanta and Sprite, as well as various juices, teas and energy.





What is the secret?

The success story and the secret of the popularity of Coca Cola — a story of a unique drink, which at first did not promise to become a cult. However, effective marketing policy, constant innovations and tracking of consumer interests played into the hands, turning Coca Cola into one of the most expensive, popular and popular brands of our time.



Thanks!

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